



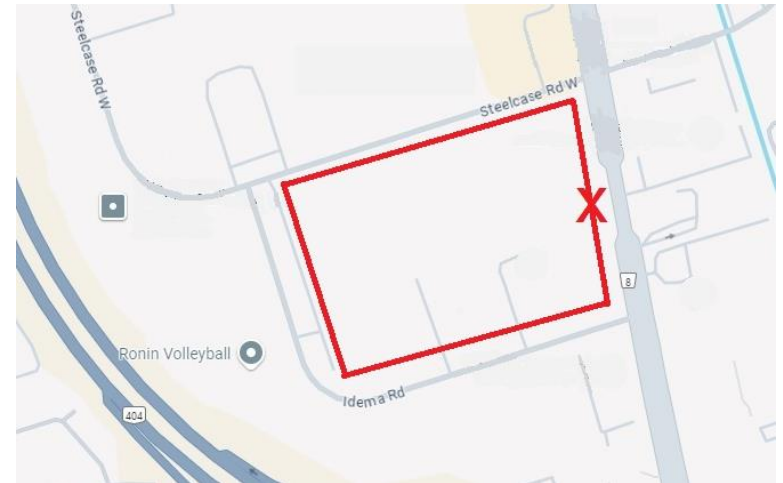
# **Steelcase Road West Art Wall Agreement**

**Development Services Committee Meeting  
September 17, 2024**



## Steelcase Road West Art Wall

- Steelcase Road West holdings has a large site at 1 Steelcase Road West.
- Following discussion with City staff, Steelcase agrees to build an art wall approx. 33 mm x 5 mm (109 x 16.5 feet) on the west side of Woodbine Avenue.
- The wall and frame/hanger will present 3 consecutive art works printed on vinyl.





## Steelcase Road West Art Wall

- Steelcase agrees to commission, print and install the first artwork to be in place for up to 3.5 years.
- Markham Public Art will then commission, print and install two further iterations of digital art, each in place for up to 3.5 years.





## Steelcase Road West Art Wall

- The artwork commissioned by Steelcase will be reviewed by the Public Art Curator and Markham Public Art Advisory Committee (MPAAC) to ensure it meets the City's Public Art Community Guidelines as outlined in the MPAAC Terms of Reference.
- The two projects commissioned by the Public Art Curator must also meet these standards and be acceptable to Steelcase.





# Steelcase Road West Art Wall

- Conceptual design only of how the art wall could look.





# Steelcase Road West Art Wall

## Costs to Steelcase

- \$208,000 for the art wall, \$25,000 for a frame/hanger, and \$40,000 to commission and install the first work, for a combined total of \$273,000.

## Costs to Public Art

- Public Art will install the second and third iterations of digital art at a combined cost of \$80,000 (\$40,000 each).
- Funded by the dedicated public art reserve, currently at \$7.597 million.

## After 10 Years

- Once the agreement term has been completed, Steelcase and the City will review the program and determine how to move forward. The agreement may be extended or renewed by mutual consent.





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## Staff Recommendation

- The art wall complies with the City's "Public Art Policy – Private Sector" (2012).
- It meets goals identified in the City's "Gateway Master Plan" (2020), and also in "Making Our Markham: Markham's Public Art Master Plan 2020-24" and its recommendation of creating public art in "Key Civic Sites, Gateways, and Heritage Areas".
- The agreement has been reviewed by staff in the Departments of Planning and Urban Design, Economic Growth, Culture and Entrepreneurship, Public Art and Legislative Services.
- The Director of Planning and Urban Design recommends approval of the agreement, to allow the project to proceed.



# Steelcase Road West Art Wall

## Next Steps

1. Council approves staff recommendation to enter into an Art Wall agreement with Steelcase Road West
2. The site plan agreement is then amended by staff of Planning and Urban Design to include the terms of the Art Wall Agreement.
3. The Owner registers the amendment on title to bind them and any future holders of or successors to the title.